Cobra Electronics to Debut New Marine Products for the Avid Boater at 2014 International CES

Company reveals its latest marine offerings with new VHF radio and portable audio products

CHICAGO, IL — January 7, 2014: Cobra Electronics Corporation (NASDAQ: COBR), the leading designer and marketer of award-winning marine and consumer electronics, today announced it will put its full marine product lineup on display for press and attendees during the 2014 International CES, taking place in Las Vegas, Nevada January 7-10 at booth #9417 in the Central Hall at the Las Vegas Convention Center.

New marine products on behalf of Cobra Electronics are set to debut at the 2014 International CES and include the company’s latest in VHF radio communication technology and audio accessories. In addition, throughout the show Cobra Electronics will display its complete line of products across its four main consumer groups, including Driver Enthusiast, Professional Driver, Outdoor Recreationist and Boater. Select CES Innovations 2014 Design and Engineering Award honoree products on behalf of Cobra Electronics will also be displayed at CES Unveiled: The Official Press Event of the International CES from 4-7 p.m. on Sunday, January 5th in the South Seas Ballroom C at Mandalay Bay.

Cobra representatives will be on-hand throughout the week’s events to preview all of its leading-edge marine innovations for boaters including:
Cobra HH450 DUAL Marine Radio

The HH450 DUAL is a waterproof, All-Terrain-Radio™ specifically designed for year-round, multipurpose use. This rugged and compact, floating marine radio unit includes Cobra’s exclusive Rewind-Say-Again® feature and both marine VHF and walkie-talkie GMRS technology for higher-powered functionality. The radio features selectable options between Low, Medium and High power for short and long range communication, plus access to weather alerts with Specific Area Message Encoding (S.A.M.E.) for threatening weather nearby. The HH450 Dual has a noise-canceling microphone for crystal clear conversations.

The Cobra HH450 Dual is available in February for a retail price of $129.95 and will also be available in RealTree™ CAMO pattern.

Cobra AirWave™ Series

Cobra has utilized Bluetooth® wireless technology to enhance lifestyle products with the Cobra AirWave™ Series. The water resistant models, Cobra AirWave Box and Cobra AirWave Mini are design to be a hands-free portable speaker and speakerphone. The Cobra AirWave Mini features a weather proof exterior (JIS4), while the Cobra AirWave™ Box utilizes a rugged design (JIS7) for immersion in water and features a rechargeable battery and soft-touch rubber wrap for extra guarded protection. Both the Cobra AirWave Box and Cobra AirWave Mini have up to nine hours of music playback and up to 120 hours of standby time.

The Cobra AirWave Mini is available in February for a retail price of $39.99.

The Cobra AirWave Box is available in March for a retail price of $79.99.

Cobra JumPack™

With plenty of power to jump start most vehicles or power up iPhones and other
accessories, Cobra’s portable powerpack, the Cobra JumPack™ is ideal emergency power for a home, vehicle or outdoors. Featuring a 200A starting current, 400A peak current, 2.1 Amp USB Output and a 7500 mAh Li-Cobalt Battery with an LED battery status indicator, the CPP 7500 offers users the reliability and convenience to charge multiple devices during low battery levels and is ideal for travel and multipurpose use.

The Cobra CPP 7500 is available in April for a retail price of $129.95.

“Cobra has been designing practical and rugged communication solutions for boaters for more than a decade,” said Sally Washlow, president of Cobra Electronics. “Our powerful new models of marine electronics deliver on Cobra’s benchmark of providing affordable and reliable communication products with high-end capabilities for our boating enthusiasts. The entire Cobra team is enthusiastic to be presenting our 2014 line of marine products at CES.”

About Cobra Electronics:

Cobra Electronics is a leading global designer and marketer of communication and navigation products, with a track record of delivering innovative and award-winning products. Building upon its leadership position in the GMRS/FRS two-way radio, radar detector and Citizens Band radio industries, Cobra identified new growth opportunities and has aggressively expanded into the marine market and has expanded its European operations. The Consumer Electronics Association, Forbes and Deloitte & Touche have all recognized Cobra for the company's innovation and industry leadership. To learn more about Cobra Electronics, please visit the Cobra site at www.cobra.com. Follow Cobra on Twitter at www.twitter.com/CobraElectronic and Like Us at www.facebook.com/CobraElectronics.